



FROM THE PARADISE OF PALM DESERT

VOL. 5 NO. 3

MID-WINTER, 1952



CLUB PRESIDENT—Arthur C. Stewart and Mrs. Stewart admire theme plant of the new Manzanita Room officially opened in December. Setting for this photo is the waterfalls corner. Exquisite charm of room has won unanimous high praise from members. Photo by Willis.

NEW MANZANITA ROOM ACCLAIMED BEAUTIFUL

Friday night, December 14, members were guests of the Board of Governors at a cocktail party celebrating the opening of the new Manzanita Room; the latest addition to the constantly expanding facilities of the club. Club president, Arthur C. Stewart, and Mrs. Stewart, together with Cliff Henderson, founder of the Palm Desert project, headed the list of officers on hand to greet members and their guests.

The new room is everything and more than was anticipated, and proved to be a welcome and happy surprise for all those in attendance.

Waterfalls cascade into a pool in one corner of the spacious room, contiguous to the main dining room; lush greenery of manzanita, pyracantha and a myriad of other flora, indirectly and exquisitely floodlighted, has created a mood and quality that is breathtaking in effect. The room seems to have captured the rustic, refreshing feeling of the desert and mountain outdoors.

Great expanses of redwood and native rock walls, huge plate glass windows that look out upon the Santa Rosa Mountains in the background, seem artistically to invite the outdoors into the very interior of the room. The beamed ceiling, in a subdued coral coloring, interspersed with black beams, blends beautifully with the garden-type custom furniture with which the room is furnished. The tables are modern steel-mesh topped and glass covered; trimmed with coral ash and black satin-finish legs. The chairs are upholstered in manzanita green. Hurricane lamps on the tables add an informal, friendly touch.

Partitioned by folding leather-accordion doors, the Manzanita Room is ideal

(Continued on back page)



INITIATION FEES INCREASE JAN. 31

As previously announced, initiation fees for membership in the Shadow Mountain Club will be increased from \$100 to \$200, plus Federal tax of 20%, effective January 31, 1952.

It is suggested that each member send in a list of persons whom they would like to sponsor for club membership now, while the lower fees prevail. Complete information will be forwarded to all such prospective members you may recommend.

The time is short and immediate action is urged.

Membership in the SMC is a good investment in health, relaxation and happiness.

FAMILIES CELEBRATE CHRISTMAS AT CLUB

It was a happy time for the many families gathered at the club Christmas Eve and Christmas Day. There was a feeling of affinity with Yuletide in northern climes, inspired by the inviting and comfortable environment of the gaily, profusely decorated club house.

The theme center with snow man and tree, the reindeer and sleigh mural on the east window, great bells, hanging lanterns, garlands and Christmas trees everywhere, created a real Christmas on the desert. Irene Matthias, social director, surpassed her previous Christmas time artistry.

Activities got merrily under way with a one o'clock luncheon for the club's "Shadows" (age 4 to 8), with gift giving by Santa Claus, who later took the group on a hayrack ride, singing Christmas carols that rang out over the desert.

Joined by their families, and other members, at five o'clock, ceremonial lighting of the Yule log on the great hearth introduced the Christmas Eve program. Impressive was the caroling of children from the Palm Desert Community school, led by Arthur and Dottie Todd, and the candlelighting ceremony. Santa presented additional gifts and Tom Harabedian, costumed as a jester, entertained with tumbling. An exquisitely beautiful buffet, presided over by Chef Meyer and Maitre d' Eddie Lohe,

(Continued on back page)

\$2,000,000 MARK TOPPED IN 1951

Investment in new homes and business properties during 1951 totalled more than \$2,000,000; a figure greater than that of any comparable desert community.

A review of buildings completed during the year includes: 23 Sun Lodges, 14 homes in unit 6 (designed for modest sized homes, where 54% of the homesites are already sold), 26 homes in the Shadow Mountain Estates, 5 homes in unit 4, 12 business establishments, a new apartment hotel and the addition of 4 new units to Firecliff Lodge.

The business section has expanded greatly. A new postoffice was completed; the Patio Shops, built by the R. K. Hansons, is now occupied by 8 smart shops and a drug store. The Palm Desert Corporation constructed an attractive business block for Kelley's Home Furnishings store. A new fire house has been started on a lot donated by the Corporation.

In preparation for 1952, Brooks and Moore, realtors, exclusive agents for Palm Desert properties, have opened another tract office on Highway 111, adjacent to the new Postoffice; in addition to their office at the club and a third one on the Palms to Pines Highway.

Add a new member in January before the initiation fee increase on the 31st!

Challenge STEELE OFFERS TO MEET ALL COMERS

Describing himself as a "decrepit old wreck of 59," "venerable" Dudley Steele, one of Palm Desert's most enthusiastic homeowners, has gone Tarzan on us with his revitalized corpuscles and booms out a diving contest challenge to all members "between 50 and 100."

Unable to stand on his arthritic toes when he came to the desert last March, Dudley now bounces around the boards like a prima donna from Ballet Russe. High tower (and that's really high!), 15 points; high board, 10 points; and low board, 5 points, with a maximum of 10 dives, are his contest rules.

The trophy is to be a quaint 30 gallon milk can, surmounted by 2 large, silver-painted metal water closet floats, festooned with blue and pink ribbons. Trophy is to be awarded but permanently to the winner. Any challengers?

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ARENA IS POPULAR . . .

Interest in horsemanship activities is accelerating in tempo at the club's new equestrian arena and the stables. Enthusiastic crowds are turning out for the gymkhanas and other events proving to be so popular and now taking place regularly. Many comments are being heard regarding the natural beauty of the arena setting. Members are getting much pleasure from this newest outdoor facility built by the club.

TOP TENNIS MATCH ON TAP

Good news on the sports front is the arrangement made by Florence Allen, club pro, for an exhibition tennis match featuring some of the world's topflight players. Match has been scheduled for Sunday, January 27, at 2:30 p.m., on the club's courts.

Frank Parker, one time holder of the Men's National Championship four years in succession, presently 5th ranking professional, will be one of the stellar players. Others will include Frank Feltrop, one of the most popular and best known players in the country, Beverly Wilshire pro; Johnny Faunce, 7th ranking pro from Beverly Hills; Bob Rogers, also from Beverly Hills and 9th ranking pro in the U. S.

Alternates will include: Carl Earn, 8th ranking pro; Don Budge, one of the best players in tennis history, famous for his "perfect backhand;" and Gene Mako, who with Budge, formed an unbeatable team famous in the annals of tennis.

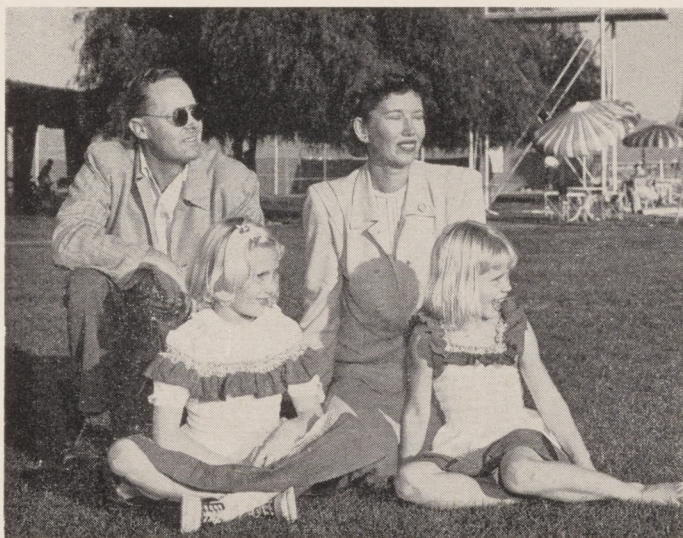
An added attraction will be an amateur game between Nancy Chaffee Kiner, Cliff Henderson, Florence Allen, and the Pittsburgh Pirates' homerun king, Ralph Kiner.

With this galaxy of professionals and amateurs playing, spectator-members are in for a real treat in sports fare. Plan now to attend.

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RESPIRE FROM DANCING—Mrs. Ted W. Brown adjusts Mr. Brown's tie as other members of the party, Mrs. Florence Newhouse, left, and Mr. and Mrs. Wayne L. Compton, all of Long Beach, look on. Photo by Van Gorp.



FOUR J'S IN THE SUN—Dr. (Jack) and Mrs. (Jean) Damerel, Pasadena, with daughters Janis (l) and Jacqueline, take it easy at poolside. Jean is a well-known California golfer, now re-entering tournament play after several years hiatus. Damerels are regular weekend visitors, anxiously waiting completion of their new Palm Desert home. Willis photo.



AUTHORS GREETED—Mrs. Aline Blossom (l), writer, Palm Desert, and Mr. and Mrs. Ralph Hancock, Palm Springs, receive genial greeting from Irene Matthias, club social director. Mr. Hancock is author of current best-seller, "The Fabulous Boulevard." Van Gorp photo.

Special Weekend Activities

JANUARY CALENDAR

FOR YOU AND YOUR FAMILY



JANUARY—Friday, Saturday & Sunday—Golf Tournament. On our popular, enlarged, improved pitch-and-putt golf course. Have you tried our driving range lately?

JANUARY—Saturday afternoon — Horseless Carriage Meet; parade and races.

Evening—Shadow Mountain Club presents: **"GAY NINETIES ACTS."** An amateur performance with a professional punch. Dinner, \$5.00. Children under 8, \$2.50.

JANUARY—Saturday afternoon — Gymkhana. Palm Desert Raiders. Shadow Mountain Club. 2:00 p.m. Gaining popularity every month.

JANUARY—Sunday afternoon — Exhibition Tennis Match. Frank Feltrop, Frank Parker, Bob Rogers, Johnny Faunce. Alternates: Carl Earn, Don Budge, Gene Mako. Fun Game between Nancy Chaffee Kiner, Cliff Henderson, Florence Allen, Ralph Kiner.

Attention! Present initiation fees increase on January 31st. Advise prospective members.

TODD'S TRIO MUSIC SCHEDULE

The Todds will play during these hours

Monday, Wednesday: 7:30 to 11:30 p.m.

Thursday, Friday: 7:30 p.m. to 12:30 a.m.

Saturday night: 8:00 p.m. to 1:00 a.m.

Sunday: Afternoons, 1:00 to 3:00 p.m.

Evenings, 7:00 to 10:00 p.m.

BROOKS AND MOORE—and staff, in front of newly opened office on Highway 111, adjacent to the new postoffice. Bill Brooks and S. S. (Dinty) Moore, standing behind (also from left) William McLauchlan, II, Mary McNamara, John Newell, keep smiling and busy with transactions in Palm Desert homesites, homes, Sun Lodges and business properties. Photo by Tom Harabedian.



ADVANCE DATES TO REMEMBER

FEBRUARY 9, Saturday—Valentine Party

FEBRUARY 15, Friday—Arabian Nights Ball

MARCH 1, Saturday—Shadow Ball (benefit)

MARCH 15, Saturday—St. Patrick's Party

Day by Day--Your Weekly Calendar of Events

Monday — 10:00 a.m. — Trim and Slim Class for the ladies.

12:30 p.m.—Bridge and Canasta Luncheon. \$2.00, including tip, tax and prizes.

Tuesday—Club closed.

Wednesday—8:00 p.m.—Tennis Round Robin (Shady Racqueteers) Florence Allen, SMC tennis pro.

Thursday—Square Dancing, with Harry Kester calling and Todd's Trio.

Chuck Wagon Dinner, \$3.00, Buffet Style (Western or Square Dancing Apparel).

Friday—10:00 a.m.—Trim and Slim Class for the ladies.

6—7 p.m.—Club Cocktail Hour. Drinks and hors d'oeuvres for the entire hour, \$1.00 per person. In the New Manzanita Room.

Evening—Family Night. Amateur and Home Talent Night, during dinner.

Saturday—9:00 a.m.—Palm Desert Raiders. Saturday morning ride—Stables.

12:30 p.m.—Shadows (age 4 to 8). Lunch, \$1.00. Games and prizes.

Evening—Dining and dancing to Todd's Trio. (Junior table by reservation.)

Sunday—1—3 p.m.—Dancing to Todd's Trio.

Sunday Smorgasbord, \$4.00.

From 3:00 p.m.—Special Sunday Dinner.

7—10 p.m.—Dancing to Todd's Trio.

8:00 p.m.—Travelog, presented by members and camera enthusiasts. Alternate Sunday evenings, in the Manzanita Room. In January, the 13th and 27th.

DINING NOTES

Dining Room: Service Daily—12:00-2:30 p.m.

Dinner from 6:00 to 9:00 p.m.

Saturday—12:30 p.m. to 9:30 p.m.

Sunday—Smorgasbord, 1:00 to 3:00 p.m.

Dinner—3:00 to 9:00 p.m.

EQUESTRIANS ATTENTION!

Palm Desert Raiders News for January

Raiders ride every Saturday morning at 9:00 a.m. Coffee and donuts, 10:30, at the Stables.

Raiders Steak Dinner at the Stables every Tuesday night. Reservations to be made by Tuesday noon. Square dancing with Harry Kester calling.

Wednesdays—10:00 a.m. Lunch Rides. Horses, \$5.00. Lunch, 50c.

Thursdays—3:00 p.m. Brolo practice.

Fridays—9:30 a.m. Breakfast Ride. Horses, \$3.50. Haywagon, \$1.50.

Saturdays—9:00 a.m. Brolo Games. Free admission.

For information, telephone the Stables and make reservations. Lisle Nixon, Manager.

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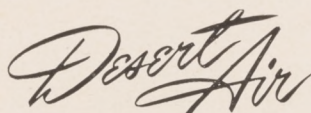
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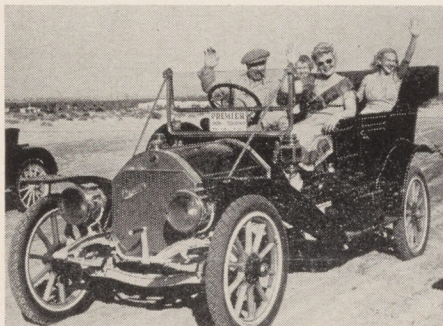
Gay 90's

OLD TIME PARTY AND AUTO RACES

Horseless carriage races in the afternoon and a rousing Gay Nineties party with "grand prix de vaudeville" acts in the evening is the big-time, fun-time on tap for Saturday, January 19.

Lindley Bothwell, president of the Horseless Carriage Club, an avid national group rabid on the subject of ancient cars, has again arranged to bring out a large number of his members with their vintage 1902-1920 automobiles for a parade and races on the track at the club's new arena. Included in the collection will be Barney Oldfield's famous old Benz, a Fiat Portola, Mercer, Rambler, Overland, Rolls Royce, Studebaker, Pierce Motorette and Model T Fords. Refugees from museums, they all run, and fast.

In the mood of the era of old-time cars, the Gay Nineties party in the evening will call for dress-up in costumes popular at the turn of the century.



EXCUSE MY DUST—This gadabout model is typical of the 20 or more entries running on the big fun-day scheduled in January. Program of racing (and don't think these gas buggies won't travel fast!), with the party that follows in the evening, add up to hilarious visit to "way back when." Mark January 19 on your calendar, for fun, right now.

Corny capering of amateur talent, music by a "shaggy symphony" (so says Cliff Henderson) and other hilarious acts will add up to some surprisingly good entertainment and a world of laughs. Ole Olson will be the honorary producer. Musical direction by the Todd's Trio.

There is still time to audition any talent you may want to exhibit in the show. More musicians are needed. Contact Irene Matthias.

This will be one party you won't want to miss. Dress in Gay 90's costume, check your worries at the door, and enjoy a round of wonderful fun!

Felicitations to Rudd and Evelyn Hackborn on the opening of their new Barbecue and Patio Furnishings store. That's what they specialize in (plus a line of paints), and it's very fine merchandise.

HAPPY TIMES AT SMC—Enjoying festive evening are (l to r) Mrs. William Brooks, Long Beach; Mr. and Mrs. William McLaughlan, II, Palm Desert; Hollywood's Alexis Smith; Cliff Henderson, founder, Palm Desert project; Marge Maloney, Chicago; and Bill Brooks. Willis photo.

CLUB NOW HAS TWO NEW SHOPS

Members can now conveniently shop for tennis equipment and western attire, and accessories, at two new shops recently opened at the club.

A well equipped tennis shop is located in one of the cabanas at poolside. Racquets, shirts and shorts, tennis and ping pong balls, and a full line of equipment are available. Florence Allen, club's tennis pro, is in charge.

The H Bar C Western Shop, handling a complete line of western clothing, hats, boots and accessories for men, women and children, has been opened at the club's stables. T. W. Stuard, owner of the Sun Shop at poolside and other exclusive shops in La Jolla and Coronado, has turned over the management of the western store to Peggy Paul Rogers, well-known equestrienne-member of the Palm Desert Raiders.

Husband Jack Rogers will conduct a leather working shop and handle the sale of saddles and other leather goods, in conjunction with the furnishings store.

Nationally known quality products are stocked by both shops at prices no higher than elsewhere. You will enjoy shopping at either of these two new shops.

Remind those wanting to join the club that initiation fees increase January 31st!

Charley Hughes, Palm Desert's RXer, reports that his drug store has been "doing much better than I ever anticipated." As is to be expected in such a fast growing community.

TUNEFUL TODDS—Popular Art and Dottie Todd, now playing nightly, returned to SMC this season after important Eastern tour last summer. ABC-TV carried their own "Club 7" network show 5 times weekly; they guested with Arthur Godfrey, Steve Allen, Ken Murray, others; personal appearances at Claridge's, Atlantic City; Bassel's, Toronto; an engagement at Monte Proser's "La Vie En Rose," NYC; network radio shows on CBS-NBC; an active summer. Hank Hudson is third member of the Todd's Trio. Gayle's Studio.



HAPLESS HAL—Son Page leaves slim pickings for father Harold (Hal) Peary, radio's famed "Great Gildersleeve." Mrs. Peary, unperturbed, senses that Dad is getting practice for his new TV network program, "That's My Pop." Pearys are new homeowners in Palm Desert. Gayle's Studio photo.

Initiation fees increase January 31st! Suggest your new members now!





DOWN THE MIDDLE AISLE—Lovely and fashionable was the wedding of Roberta, daughter of the Robert K. Hansons, who became the bride of Mr. Ralph Helm in a ceremony at Shadyside Presbyterian Church, Pittsburgh, Pa., recently. Mr. and Mrs. Hanson, new residents in Palm Desert, have substantial home and business investments in the community. Mrs. Jean Harlow Bello, Palm Desert, also attended the wedding. Johas Studio photo.

New Manzanita Room . . .

for private activities and has already been the setting for dinner and special parties, meetings, and a wedding reception.

Members are invited to get in touch with Maynard Strahl, club manager, to avail themselves of the use of this beautiful new room, so perfect for entertaining groups in privacy.

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CHILDREN'S JOYOUS YULETIDE—Pulled from play just long enough to take this picture, in front of the traditional Snowman in the theme center, children are all smiles with jovial Santa Claus (in boots) and tumbling jester. Odon Proctor Studio photo.



Drama LITTLE THEATRE IN PALM DESERT

Another form of the Arts has come to Palm Desert with the launching of the Desert Players and their Little Theatre. Players, under the guidance of Clay Stearns, producer-director, will present a schedule of royalty plays, twice weekly, throughout the ensuing season. First dramatic effort in the intine theatre will be "Accent On Youth," opening the latter part of January.

The group has attracted much talent from the entire Coachella Valley and all aspiring Thespians are invited to audition for parts; or participate in any phase of theatre in which they may be interested.

Well-known western artists are dec-



COMING 'ROUND THE BEND—Camera catches horse on right with all feet off the ground as flying hoofs of horses churn ground during quarter mile race. Event was part of Gymkhana, opening the new equestrian arena at the SMC Stables. Photo by Willis.

ARMCHAIR TRAVELS AROUND THE WORLD

Recently returned from an 18,000-mile air and boat trip to all South American countries except Venezuela, the Rene de Varannes, member-travelers, will present color slides and commentary on their travels, not only in the Latin countries, but throughout the world.

Commencing January 13, the de Varannes will give their first showing, in the Manzanita Room; a travelog covering Northern Europe. The series will continue on alternate Sunday nights, thereafter, during January and February.

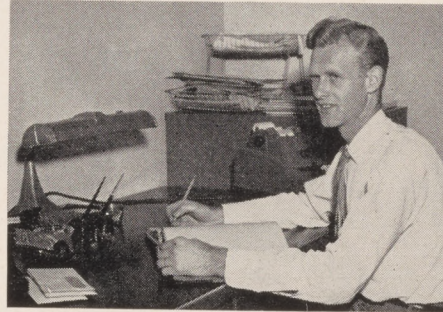
orating the walls of the theatre with murals of distinction. Many individuals are lending enthusiastic support in other ways. Community interest in the project is spirited and augurs a successful future in Palm Desert.

Families Celebrate . . .

provided a bountiful repast for the members.

There followed in the evening: additional caroling, a special musical program by the Todd's Trio, a voice solo by Irene Matthias, a "Christmas Doll" dance solo by Carol Lee Carr, magic tricks by Johnny McGaughey and a special rope trick, learned in India, by Cliff Henderson who is an accomplished amateur magician.

Christmas Day was an eventful one for many who enjoyed the club pool and other outdoor facilities in the sunshine. Everyone had a Merry Christmas.



MEET MATTHIAS—Marvin W. Matthias is club's new controller. Air Force fighter pilot, Southeast Training Command, during World War II, he subsequently graduated from UCLA as a CPA. Iowa born, became Californian at 16. Was with Schick, Marshall & Company three years before coming to the club. Photo by Willis.